

INVOICE



WLWT
1700 Young Street
Cincinnati, OH 45202
Main: (513)412-5000
Billing: (410)338-6432

www.wlwt.com

Billing Address:

American Media & Advocacy Group
Attention: Accounts Payable
815 Slater Ln
Alexandria, VA 22314

Send Payment To:

WLWT
PO Box 26881
Lehigh Valley, PA 18002-6881

Invoice #	Invoice Date	Invoice Month	Invoice Period
961557-1	10/14/12	October 2012	10/01/12 - 10/14/12

Station	Account Executive	Sales Office	Sales Region
WLWT	Mica Hansen	HRP -Washington	National

Advertiser	Product	Estimate Number
National Rifle Association	NRA	3316

Flight Dates	Order #	Alt Order #
10/08/12 - 10/14/12	961557	06364610

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
	137	490

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/12/12	10/12/12	NBC Tonight Show	1135-1237a	----1--	:30	1	\$900.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	----1--	1	\$900.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLWTF		10/12/12	12:11 AM	NBC Tonight Show	1135-1237a	:30	NRATV100612H	\$900.00 NM
2	10/08/12	10/08/12	NBC Tonight Show	1135-1237a	1-----	:30	1	\$900.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	1-----	1	\$900.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLWTM		10/08/12	12:09 AM	NBC Tonight Show	1135-1237a	:30	NRATV100612H	\$900.00 NM
3	10/13/12	10/13/12	NBC Saturday Night Live	NBC Saturday Nigh	-----1-	:30	1	\$1,500.00	NM
	Class of Time - Immediately Pre-emptible without notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	-----1-	1	\$1,500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLWTSa		10/13/12	12:09 AM	NBC Saturday Night Live	NBC Saturday Nigh	:30	NRATV100612H	\$1,500.00 NM
4	10/13/12	10/13/12	Notre Dame Football	Notre Dame Footba	-----1-	:30	1	\$1,000.00	NM
	Class of Time - Immediately Pre-emptible without notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	-----1-	1	\$1,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLWTSa		10/13/12	5:24 PM	Notre Dame Football	Notre Dame Footba	:30	NRATV100612H	\$1,000.00 NM
5	10/13/12	10/13/12	Sa/su7-8a news	Sa/su7-8a	-----1-	:30	1	\$1,200.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	-----1-	1	\$1,200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLWTSa		10/13/12	7:31 AM	Sa/su7-8a news	Sa/su7-8a	:30	NRATV100612H	\$1,200.00 NM
6	10/14/12	10/14/12	Sports Rock	Sports Rock	-----1	:30	1	\$800.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	-----1	1	\$800.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLWTSu		10/14/12	12:56 AM	Sports Rock	Sports Rock	:30	NRATV100612H	\$800.00 NM

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertiser.
We warrant that the actual broadcast information shown on this invoice was taken from the program log.

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Lehigh Valley, PA 18002-6881

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Advertiser	Product	Estimate Number
National Rifle Association	NRA	3316

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	10/14/12	10/14/12	Sports Rock Class of Time - Pre-emptible with notice	Sports Rock	-----1	:30	1	\$800.00	NM
7	10/14/12	10/14/12	The Outdoorsman Class of Time - Pre-emptible with notice	Outdoorsman	-----1	:30	1	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 -----1 1 \$300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WLWTSu 10/14/12 1:18 AM The Outdoorsman Outdoorsman :30 NRATV100612H \$300.00 NM									
8	10/14/12	10/14/12	NFL Regular Season Class of Time - Pre-emptible with notice	NFL	-----1	:30	1	\$10,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 -----1 1 \$10,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WLWTSu 10/14/12 10:07 PM NFL Regular Season NFL :30 NRATV100612H \$10,000.00 NM									
9	10/09/12	10/09/12	NBC Tonight Show Class of Time - Pre-emptible with notice	1135-1237a	-1-----	:30	1	\$900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 -1----- 1 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WLWTTu 10/09/12 11:47 PM NBC Tonight Show 1135-1237a :30 NRATV100612H \$900.00 NM									
10	10/10/12	10/10/12	NBC Tonight Show Class of Time - Pre-emptible with notice	1135-1237a	--1----	:30	1	\$900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 --1---- 1 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WLWTTW 10/10/12 12:12 AM NBC Tonight Show 1135-1237a :30 NRATV100612H \$900.00 NM									
Total Spots							10		

Payment Terms 30 Days

<u>Gross Total</u>	\$18,400.00
<u>Agency Commission</u>	\$2,760.00
<u>Net Amount Due</u>	\$15,640.00